

Successes in South Carolina

S.C. Smoking Prevention and Cessation Program

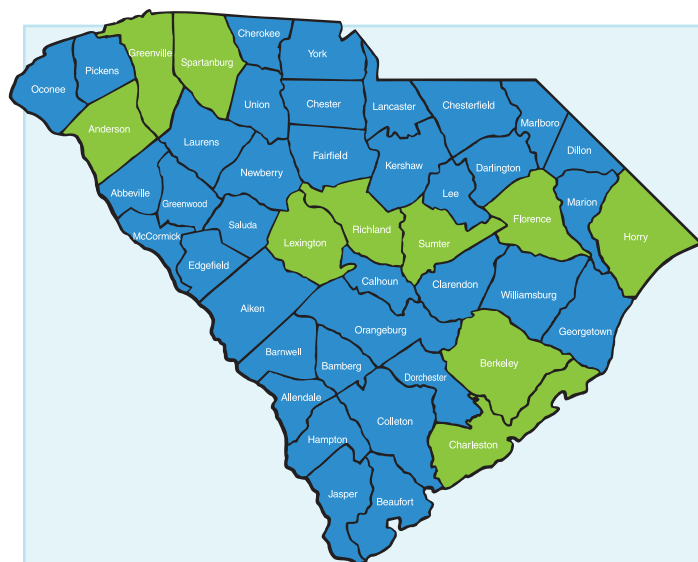
MAY 2016



Sumter Family Health Center Successfully Implements State of the Art eReferral System

In 2015, the first clinical electronic referral (eReferral) from a healthcare provider in South Carolina to the state's Tobacco Quitline went "live." Sumter Family Health Center, Inc., a Federally Qualified Health Center (FQHC), increased its internal capacity to refer their patients directly to the Quitline from their electronic health record system in all four of their office locations. One of these sites also serves as a DHEC WISEWOMAN site. The WISEWOMAN program provides heart disease, stroke and diabetes prevention services to women with low income. These services include blood pressure, cholesterol and diabetes testing and referral to lifestyle programs.

Since its launch, Sumter Family Health Center has made almost 400 eReferrals – 3 times higher than the average number of referrals from other FQHC sites. We expect to see similar success with other practice sites as they also go live with eReferral. Congratulations to Sumter Family Health Center for being at the forefront of quality patient care!



Top Ten Leading Counties for Quitline Registered Callers

JULY 2015 - APRIL 2016

- | | |
|------------------------|---------------------|
| 1. Greenville (1,394) | 6. Charleston (829) |
| 2. Horry (1,282) | 7. Anderson (703) |
| 3. Spartanburg (1,195) | 8. Florence (661) |
| 4. Richland (981) | 9. Sumter (459) |
| 5. Lexington (863) | 10. Berkeley (403) |

"It [Quitline] was very effective in helping me quit, helping me find something to do with my hands to substitute for smoking a cigarette. A large part of trying to stop smoking was just the habit of having the cigarette in my hand. When I explained that, the coach gave me suggestions of what to do with my hands."

— **Successful Quitline Caller**

FDA Issues Deeming Rule Asserting Authority Over All Tobacco Products

On May 6, 2016, the Food and Drug Administration (FDA) announced its final rule on deeming regulation over all tobacco products. The regulation, which takes effect in August 2016, finalizes FDA's oversight authority over traditional tobacco products as well as electronic cigarettes (or e-cigarettes), cigars, and hookahs.

The new rule extends key provisions of the 2009 Family Smoking Prevention and Tobacco Control Act. As a result of the rule, retailers may no longer sell tobacco products to those under 18 years of age or provide free samples of e-cigarettes, or any other tobacco product. This access has been linked to adolescents' alarming increase in use of e-cigarettes and hookahs nationwide.

In South Carolina, the Youth Access to Tobacco Prevention Act was updated in 2013 to include alternative nicotine products, such as e-cigarettes, in its prohibition of sales or sampling to those under age 18. Despite this change, the 2015 Youth Tobacco Survey data mirror national findings on the increase in use of e-cigarettes among high school students. From 2011 to 2015, use in SC has gone from 2.5% to 10.8% in 2015, a substantial increase in just five years.

It is important to note that the rule does not prohibit the marketing and flavoring of tobacco products with fruit and candy flavors, which make these products more appealing to young people. Published research found that most youth, ages 12-17, who had ever experimented with tobacco started with a flavored product, including 81% of youth who had ever used e-cigarettes (Journal of the American Medical Association (JAMA), November 2015). In addition, 85.3% of current youth e-cigarette users had used a flavored e-cigarette in the past month, and 81.5% of current youth e-cigarette users said they used e-cigarettes "because they come in flavors I like (JAMA, November 2015)." A 2014 study found that e-cigarettes were available in more than 7,700 flavors, with hundreds more introduced every month. These include an assortment of candy and fruit flavors that clearly appeal to kids.

Quitline by the Numbers

1,415

Tobacco users who registered with the S.C. Tobacco Quitline for help in April 2016

Over 3,480

Tobacco users in the state who have been referred to the S.C. Tobacco Quitline by their healthcare provider since July 2015

15,689

Tobacco Users in South Carolina who have been served by the S.C. Tobacco Quitline since July 2015

Since 2006, the S.C. Tobacco Quitline has served:

- **14,724** Tobacco Users with Chronic Obstructive Pulmonary Disease
- **12,712** Tobacco Users with Asthma
- **10,352** Tobacco Users with Type I and Type II Diabetes
- **7,165** Tobacco Users with Coronary Artery Disease

As of March 2016, the S.C. Tobacco Quitline began tracking cancer (any type) as a chronic condition. During this first month of tracking, **65** Tobacco users with cancer were served by the S.C. Tobacco Quitline